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III Semester B.B.A. (BCU) Degree Examination, March - 2021 AVIATION MANAGEMENT

Marketing And Retail Management (CBCS Semester Scheme) (FRESH)

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answers should be written in English only.

SECTION-A

1. Answer any FIVE questions. Each question carries TWO marks.

 $(5 \times 2 = 10)$

- a) What is Marketing?
- b) What is market segmentation.
- c) Give the meaning of new product.
- d) What is pricing method.
- e) What is situation Analysis.
- f) What is product planning?
- g) Mention stages of product life cycle.

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Discuss about retailing as a carest and trends to

SECTION-B

Answer any THREE questions. Each question carries SIX marks.

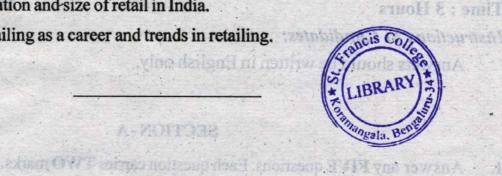
 $(3 \times 6 = 18)$

- 2. Briefly explain evaluation of marketing.
- 3. What is marketing management? Explain briefly its importance.
- 4. What is product and explain briefly concept of product life cycle.
- 5. What is retail management and explain briefly its functions.

SECTION-C

Answer any THREE questions. Each question carries FOURTEEN marks. (3×14=42)

- 6. What is marketing? Explain the functions of marketing.
- 7. What is product life cycle? Explain the various stages in product life cycle.
- 8. Explain the evoluation and size of retail in India.
- 9. Discuss about retailing as a career and trends in retailing.



What is Marketing?



Give the preacing of new product What is orioing method.

What is situation Analysis.

What is product planning?

Mention stages of product life eycle.

SECTION-B

(81-axE)

(Sx2=10)

Briefly explain evaluation of marketing What is markeying management? Explain briefly its importance.

What is product and explain briefly concept of product life cycle.

Answer any THREE questions. Each question carries SIX marks

What is retail management and explain briefly its functions.